IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Application of:)
)
Motoi Sato <i>et al</i> .) Art Unit: 3622
)
Serial No. 10/053,788)
) Examiner: Duran, Arthur D.
)
Filed: January 18, 2002) Attorney Docket No.: 44471/269115

For: Scheme for Presenting Recommended Items Through Network Using Client Preference Estimating Factor Information

I hereby certify that this correspondence is being electronically filed with the United States Patent & Trademark Office on January 2, 2009 through its EFS-Web electronic filing system.

/Melody T. Wilson/ Melody T. Wilson

AMENDMENT AND RESPONSE TO OFFICE ACTION

Mail Stop Amendment Commissioner for Patents P.O. Box 1450 Alexandria, VA 22313-1450

Responsive to the non-final Office Action dated July 3, 2008 in the patent application identified above, please enter the following amendments and reconsider the application in light of the appended remarks. A petition for a three-month extension of time accompanies this response.

Amendments to the Claims are reflected in the listing of claims which begins on page 2 of this paper.

Remarks begin on page 14 of this paper.